



Indiana State Department of Agriculture
Governor Michael R. Pence
Lt. Governor Sue Ellspermann, Secretary of Agriculture and Rural Development
Gina Sheets, Indiana Agriculture Director

By Robert Ziegler, ISDA Director of Communications

Food suppliers from Indiana have the opportunity to learn about expanding their potential markets and customer base at an upcoming event sponsored by Food Export Association of the Midwest USA and Indiana State Department of Agriculture.

The “Prepare for Export Success” seminar will take place on Tuesday, Aug. 27 from 8 a.m. to 2:30 p.m. at the Indiana State Fairgrounds, Normandy Barn, in Indianapolis. The complimentary seminar is designed to highlight the increased opportunities to sell Indiana products overseas, and will include educational sessions and an experienced company panel to help businesses understand what is involved in becoming export ready.

Lindsay Beckman, ISDA Program Manager for International Trade, said sound economics call out for area food companies to seriously consider markets outside the domestic border.

“Ninety-five percent of the world’s population and two-thirds of total world purchasing power are located outside of the United States,” Beckman said. “Imagine the potential to sell Indiana food and agricultural products overseas as the world becomes more integrated and develops similar likes for products.”

Of course, business leaders recognizing the potential to improve their bottom line through exports, and knowing how to execute this strategy, are two different things. Beckman explained, however, that the seminars provide some very useful resources to help those decision-makers and managers get up to speed.

“To export you need the three “Ts”: Time to devote to building relationships and understanding regulations, tenacity to follow up with contacts multiple times, and tolerance for differing business protocols and cultural expectations,” she said. “This is a great networking opportunity for companies interested in exporting, and a chance for them to ask questions and hear live from their peers who have experience in this area.”

Beckman added that the partnership between ISDA and Food Export-Midwest furthers the commitment both organizations have to helping Indiana food and agribusiness organizations improve their economic standing via exports.

“Food Export-Midwest and ISDA strive to assist small businesses through the use of a variety tools including export education, market entry programs and market promotion programs,” she said.

She provided a breakdown of these three areas:

- Export Education – complimentary one-on-one export assistance, export seminars and webinars, and a bi-monthly newsletter
- Market Entry Programs – market research, business matchmaking, tradeshow assistance, trade missions, and an online product catalog
- Market Promotion Programs – in-store promotions and a 50% cost reimbursement for a wide variety of eligible international marketing and promotional activities (known as the Branded Program)

ISDA Director Gina Sheets said the department’s commitment to boosting the export of Indiana products is a key component of its economic development and advocacy mission.



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“When approximately 83 percent of Indiana’s acres are devoted to farms and forests, we see firsthand the importance agribusinesses and farming has to Indiana’s economy,” Sheets said. “What many Hoosiers do not see is the valuable contribution and continuing growth our farms have in Indiana’s export market. Studies have shown that agriculture products are Indiana’s fourth largest export and Indiana is eighth in the country in total agriculture exports. ISDA works to expand Indiana’s existing export markets and to open new ones through key people, like Lindsay and other program managers, who work to sell Indiana products every day in the global market place. “

To register for this free event, [click here](#).

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